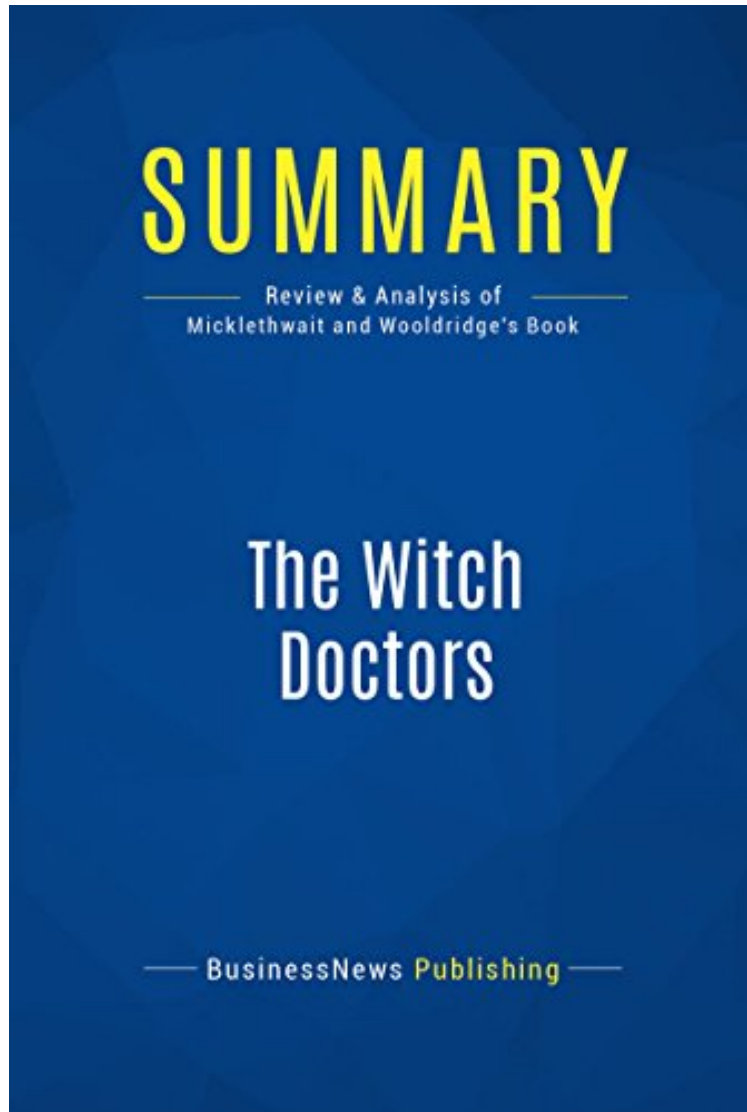


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The must-read summary of John Micklethwait and Adrian Wooldridge's book: "The Witch Doctors: What the Management Gurus Are Saying, Why It Matters and How to Make Sense of It". This complete summary of the ideas from John Micklethwait and Adrian Wooldridge's book "The Witch Doctors" shows that today, management theory is a strong growth industry. New business theories are more rapidly and enthusiastically applied than their predecessors — mainly because there is a greater acceptance and awareness of management theory. Yet, for all its success, management theory is still at an early stage of development. In their book, the authors warn readers never to take a new business management idea at face value or accept it as being infallible. This summary will teach you to instead look on management theories as suggestions that must be shaped and moulded in light of your own experience and business judgement. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your knowledge** To learn more, read "The Witch Doctors" and find out how to get the most out of new business theories.